



Docket No. 14542US02

POWER OF ATTORNEY FROM ASSIGNEE

Broadcom Corporation, a corporation of **California**, having a principal place of business at **16215 Alton Parkway, Irvine, California 92618-3616**, is assignee of the entire right, title and interest for the United States of America (as defined in 35 U.S.C. § 100), by reason of an Assignment to the Assignee executed on September 29, 2003, of an invention known as **MANAGEMENT OF MULTIMEDIA DISPLAY CONTENT IN A MEDIA EXCHANGE NETWORK** (Attorney Docket No. 14542US02), which is disclosed and claimed in a patent application of the same title by the inventor (said application filed on September 30, 2003, at the U.S. Patent and Trademark Office, having Application No. 10/675,084).

The Assignee hereby appoints U.S. attorneys and/or agents at McAndrews, Held & Malloy, Ltd. (Chicago, IL),

Customer No. 23,446,

to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

The Assignee hereby grants said attorneys the power to insert on this Power of Attorney any further identification that may be necessary or desirable in order to comply with the rules of the U.S. Patent and Trademark Office.

Send correspondence to:

CHRISTOPHER C. WINSLADE
MCANDREWS, HELD & MALLOY, LTD.
500 West Madison St.
34th Floor
Chicago, Illinois 60661
U.S.A.

Direct phone calls to 312-775-8000.

FOR: **Broadcom Corporation**

SIGNATURE: _____

BY: **Dee Henderson**

TITLE: **Intellectual Property Portfolio Manager**

DATE: **August 18, 2004**



Certificate Under 37 C.F.R. 3.73(b)

Docket No.: 14542US02

Applicant/Patent Owner: Broadcom Corporation

Application No./Patent No.: 10/675,084 Filed/Issue Date: September 30, 2003

Entitled: **MANAGEMENT OF MULTIMEDIA DISPLAY CONTENT IN A MEDIA EXCHANGE NETWORK**

Broadcom Corporation, a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest, or
2. ☐ an assignee of an undivided part interest

in the patent application/patent identified above by virtue of either:

- A. ☒ An Assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the Patent and Trademark Office at Reel 014264/Frame 0555, or for which a copy thereof is attached.

OR

- B. ☐ A chain of title from the inventor(s) of the patent application/patent identified above to the current assignee as shown below:

1. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.
2. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.
3. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (*i.e.*, the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the PTO. See MPEP 302-302.8]

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

Signature: Dee Henderson

Name: Dee Henderson

Title: Intellectual Property Portfolio Manager

Date: August 18, 2004